MAY 2024 **P/ID 77942/RMBM3**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions, in 50 words each.

1. State the objectives of marketing research.

2. What is exploratory research?

3. What do you mean by structured questionnaire?

4. Write short note on sampling error.

5. How to determine sample size by using Cochran's Formula?

6. Define product research.

7. What is information processing in consumer behaviour?

8. Examine the role of reference group in consumer behaviour.

9. Who is termed as an opinion leader?

10. Define personality.

11. What is self-concept?

12. Write a brief note on post purchase Behaviour.

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Examine the need of marketing research.

14. Mention the different sources of secondary data.

15. Interpret the Elements of marketing research.

16. List the personal factors that influence consumer behaviour.

17. Evaluate the factors determining the level of consumer involvement in a buying decision.

18. What are the stages in customer information processing?

19. Inspect the sources of Information available for consumers while purchasing a Bicycle.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Describe the different methods of collecting primary data.

21. Discuss the application of marketing research in different sectors.

22. Illustrate Howard-Sheth Model of consumer behaviour.

23. Examine the impact consumer attitude on their purchasing decisions.

24. Elucidate the types of evaluation criteria and decision rules in consumer behaviour.

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